



Five Tips for Building a Strong Green Team

Be Inclusive: Ensure a diverse membership by including representatives from different departments, functions, levels and years of tenure at your organization. Don't turn people away! Capitalize on people's different strengths, connections, and eagerness to lead or participate in program planning and implementation.

Balance the Needs of the Front Line with Leadership Priorities: Link your green team to your organization's mission and goals while maintaining grassroots energy. Projects should reflect leadership priorities and your facility's most significant environmental, health, and economic impacts. They should also account for other ideas and concerns raised by front line employees.

Be Accountable: Establish annual goals, targets and objectives. Define projects clearly, assign responsibilities, track progress, and evaluate results. Use project management software, a sustainability dashboard, spreadsheet, certification program or other tool to document programs in a transparent way and enhance your green team's credibility.

Meet Regularly and Creatively: Develop a meeting calendar for the year so that members can plan in advance. Meeting content should be engaging. Consider guest speakers including product and service providers, trade associations, or nonprofit organizations.

Publicize and Celebrate Results: People appreciate positive reinforcement for their hard work so celebrate your accomplishments! Selecting a green employee of the month, creating an electronic newsletter, or rewarding successful departments are just a few ideas. Choose visible, tangible projects and publicize early successes to inspire both employee engagement and leadership support. Don't forget to share your success through your online Maryland Green Registry profile!